

Message Text

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PAGE 01 WELLIN 05969 280752Z

ACTION COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 /021 W
-----020701 280753Z /17

R 280445Z DEC 77

FM AMEMBASSY WELLINGTON

TO SECSTATE WASHDC 4653

INFO AMEMBASSY CANBERRA

AMEMBASSY PORT MORESBY

AMCONSUL SYDNEY

AMCONSUL AUCKLAND POUCH

UNCLAS WELLINGTON 05969

EO 11652: N/A

TAGS: BEXP NZ

SUBJECT: USIMC FY 1979 FORWARD EVENT SCHEDULE

REF:(A)STATE 293602 (B) STATE 302337

1. WE APPRECIATE THE SEVERAL EVENTS INCLUDED IN THE SUBJECT SCHEDULE FOR NEW ZEALAND (REF A) AND COMMERCE'S WILLINGNESS TO CONSIDER OUR PROPOSAL THAT THE USG PARTICIPATE WITH A CATALOG SHOW IN THE MAY 1979 MARINE EXHIBITION IN WELLINGTON AS INDICATED IN REF (B). WE LOOK FORWARD TO AN ACTIVE EVENTS PROGRAM IN FY 79.

2. ONLY ONE OF THE EVENTS PROVIDED FOR CAUSES US SOME CONCERN: THE OCTOBER 1978 HOTEL, MOTEL AND RESTAURANT EQUIPMENT SAD EVENT MENTIONED IN PARA 6 OF REF (A). WE ARE WARY OF THIS THEME PRINCIPALLY BECAUSE A WIDE RANGE OF THE PRODUCTS INCLUDED WITHIN IT ARE SUBJECT TO IMPORT LICENSING IN VIEW OF THE EXISTENCE OF LOCAL MANUFACTURE OF SIMILAR PRODUCTS. THIS WILL MAKE IT DIFFICULT, NO MATTER HOW GOOD THE PRODUCT OFFERED BY THE US MANUFACTURER, TO DEVELOP EXPORT SALES HERE. HOWEVER, HIGH-TECHNOLOGY EQUIPMENT MAY WELL APPEAL TO LOCAL

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MANUFACTURERS INTERESTED IN LICENSING AGREEMENTS.

3. WE THEREFORE SUGGEST THAT ANY SAD HOTEL/MOTEL/ RESTAURANT EVENT SENT TO NEW ZEALAND TAKE THE FORM OF A VTR/CATALOG SHOW AND BE LIMITED TO US SUPPLIERS INTERESTED IN FINDING LICENSING PARTNERS. AN EVENT OF GRANDER DIMENSION, SUCH AS A TRADE MISSION, OR ONE WITH

A DIRECT EXPORT FOCUS RISKS DISAPPOINTING RESULTS FOR
THE PARTICIPATING FIRMS.

4. REQUEST ADVICE SOONEST AS TO NATURE OF HOTEL/MOTEL/
RESTAURANT EVENT PROPOSED FOR NEW ZEALAND SO THAT
WE CAN ASSESS ITS VIABILITY EARLY ON. SELDEN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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From: WELLINGTON
Handling Restrictions: n/a
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Original Previous Classification: n/a
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